

**Bowlers®**

# Product Catalogue



 **Allana®**  
CONSUMER PRODUCTS

**Bowlers®**

# NutrimaxClub

High-Powered Nutrition for  
Peak Performance!



 **Allana®**  
CONSUMER PRODUCTS

# NutrimaxClub



Product	Nutrimax Club Puppy		
SKU	1.2 kg	3 kg	10 kg

Product	Nutrimax Club Adult		
SKU	1.2 kg	3 kg	10 kg



# Key Differentiators -



**GRAIN  
FREE**



**HIGH  
MEAT**



**ORGANIC**



**NO RENDERED  
MEAT MEAL**



**FRESH  
HERBS**



**NO  
COLOURANTS**



**FRUITS &  
VEGETABLES**



**NO  
PRESERVATIVES**



## Our List of



### CHICORY

A prebiotic fiber, promotes the growth of beneficial gut bacteria and supports digestive health in dogs

### PEAS

Peas are a valuable source of plant-based protein and dietary fiber, which contribute to overall health and well-being in dogs

### BLUEBERRIES

The antioxidant properties of blueberries and their potential to reduce oxidative stress and inflammation in dogs

### CARROTS

Carrots are a rich source of beta-carotene, which is converted to vitamin A in the body and plays a crucial role in vision and immune function in dogs

### FLAXSEEDS

Flaxseeds are a rich source of omega-3 fatty acids, which support cardiovascular health, joint function, and skin and coat health in dogs

### CRANBERRIES

Cranberries contain compounds called proanthocyanidins, which inhibit the adhesion of bacteria to the urinary tract lining and may reduce the risk of urinary tract infections in dogs

### YUCCA

Yucca extract contains saponins, which have been shown to reduce ammonia levels in animal waste, leading to improved air quality and reduced odor in animal facilities



### BEET PULP

Beet Pulp is a valuable source of insoluble fiber, which promotes bowel regularity and supports digestive health in dogs

### RIPE DRIED TOMATOES

The antioxidant properties of ripe tomatoes, particularly lycopene, which may reduce the risk of certain cancers and promote heart health in dogs

### HERBAL INFUSION (Turmeric, Rosemary, Clove)

The anti-inflammatory and antioxidant properties of turmeric, rosemary, and clove, which can help reduce inflammation, support joint health, and enhance overall well-being

# PUPPY



## Brain Function

Salmon oil plays pivotal role in early brain and cognitive functions development which improves learning and impacts behaviour as puppies grow.



## Immunity

Salmon oil is naturally rich in Omega 3 fatty acids like DHA (Docosahexaenoic acid) and EPA (Eicosapentaenoic acid). These are essential for immunity and vision development.



**HARMONY  
IN HEALTH**  
BY SUPPORTING



**IMMUNE  
SYSTEM  
DEVELOPMENT**



**BONE &  
MUSCLE  
DEVELOPMENT**



**DIGESTIVE  
HEALTH**



## Dietary Fibre

Flaxseed contains a number of health promoting compounds such as alpha linoleic acid, proteins and lignans (antioxidants). It is a good source of total dietary fibre.



## Digestion

Beet and Chicory are rich in dietary fibres that support GI health. Insulin as prebiotic helps maintain gut microflora.





## Digestion

Beet and Chicory are rich in dietary fibres that support GI health. Insulin as prebiotic helps maintain gut microflora.



## Stool Odour Reduction

Yucca Schidigera contains minerals and vitamins including vitamin C and iron to help minimize stool odour.



**HARMONY  
IN HEALTH**  
BY SUPPORTING



**DIGESTIVE  
HEALTH**



**CARTILAGE &  
JOINT HEALTH**



**ACTIVE  
LIFESTYLE**



## Antioxidant

Berries included in the formulation (cranberries and blueberries) have antioxidants properties by fighting free radicals.



## Immunity

Potent antioxidant properties of vitamins (esp. C & E) and minerals (Zinc, Iron, Magnesium, Selenium) that play very important in immunity.

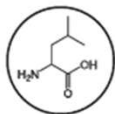
**Bowlers®**  
Nutrimax

**Affordable  
Nutrition,  
Premium Quality!**



**Allana** | **Bowlers®**  
CONSUMER PRODUCTS





METHIONINE



EPA & DHA



SOLUBLE  
FIBRES



DIGESTIBILITY

# PUPPY

2 MONTHS TO 12 / 18 / 24 MONTHS



Cereal & Cereal Products, Soyabean Meal, Chicken & Chicken Products, Potato Starch, Meat & Meat Products, Brewer's Dried Yeast, Egg Powder, Fish Oil, Calcium Carbonate, Salts, Choline Chloride, Permitted Antioxidant, Vitamin & Minerals, Methionine, Skimmed Milk Powder, Carrot, Zinc Sulphate Monohydrate & Peas.

## Nutritive Value

Metabolic Energy (Min.)	<b>357 Kcal/100 gm</b>
Crude Protein (Min.)	<b>24%</b>
Crude Fat (Min.)	<b>12%</b>
Crude Fibre (Max.)	<b>5%</b>
Ash (Max.)	<b>5%</b>

*Calculated basis typical analysis value.*

SKU	100 g	400 g	1.2 kg	3 kg	10 kg	20 kg
MRP	₹ 20	₹ 100	₹ 270	₹ 630	₹ 1,950	₹ 3500
Shipper Size (per case)	120 units	36 units	15 units	6 units	1 unit	1 unit

## The Nutrimax Puppy formula offers several benefits for the health & development of young dogs



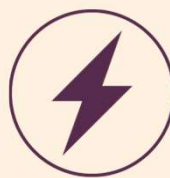
### Optimal Growth

The combination of high-quality proteins from chicken, meat, soya bean meal, and egg powder provide essential amino acids necessary for healthy growth and development of muscles, bones, and tissues in puppies.



### Dental Health

The crunchy texture of the kibble may help in promoting dental health by reducing plaque and tartar buildup, supporting healthy teeth and gums.



### Energy

Cereal and cereal by-products, along with potato powder, serve as a source of carbohydrates, supplying the energy needed for the active lifestyle of growing puppies.



### Brain Development

Omega-3 fatty acids from fish oil and nutrients like choline chloride support brain development and cognitive function, helping puppies learn and adapt to their environment.



### Healthy Skin & coat

The inclusion of fish oil provides omega-3 fatty acids, such as EPA and DHA, which promote healthy skin, a shiny coat, and may also support cognitive development in young dogs.

## The Nutrimax Puppy formula offers several benefits for the health & development of young dogs



### Nutrient Variety

The inclusion of carrot powder and peas powder provides additional vitamins, minerals, and antioxidants, ensuring a diverse nutrient profile for overall health and vitality.



### Immune Support

Permitted antioxidants, vitamins, and minerals support a strong immune system, helping puppies resist infections and diseases during their vulnerable early stages of life.



### Muscle & Tissue Repair

Methionine, an essential amino acid, supports muscle and tissue repair, aiding in recovery from physical activity and promoting overall strength and stamina.



### Digestive Health

Brewer's Dried Yeast and Di-Calcium Phosphate contribute to digestive health by supporting the growth of beneficial gut bacteria and aiding in nutrient absorption, ensuring that puppies can effectively utilize the nutrients in their food.



### Affordable Nutrition

Nutrimax Puppy offers all these benefits while remaining affordable, making it an ideal choice for pet owners who want to provide their puppies with premium quality nutrition.



METHIONINE



FOS



INSOLUBLE  
FIBRES



DIGESTIBILITY

## ADULT

12 / 18 / 24 MONTHS ONWARDS



Cereal & Cereal Products, Chicken & Chicken Products, Meat & Meat Products, Soyabean Meal, Potato Starch, Di -Calcium Phosphate, Brewer's Dried Yeast, Fish Oil, Carrot, Peas, Permitted Antioxidant, Salt, Choline Chloride, Methionine, Vitamin and Minerals.

### Nutritive Value

Metabolic Energy (Min.)	<b>338</b> <b>Kcal/100 gm</b>
Crude Protein (Min.)	<b>20%</b>
Crude Fat (Min.)	<b>9%</b>
Crude Fibre (Max.)	<b>5%</b>
Ash (Max.)	<b>5%</b>

*Calculated basis typical analysis value.*

SKU	100 g	400 g	1.2 kg	3 kg	10 kg	20 kg
MRP	₹ 20	₹ 100	₹ 270	₹ 630	₹ 1,950	₹ 3500
Shipper Size (per case)	120 units	36 units	15 units	6 units	1 unit	1 unit

# Benefits of Nutrimax Adult Food



## High Quality Protein

The inclusion of chicken, meat, and soya bean meal provides essential protein for muscle development and maintenance in adult dogs.



## Balanced Nutrition

The combination of cereals, chicken, meat, and soya bean meal offers a balanced blend of carbohydrates, proteins, and fats, fulfilling the nutritional requirements of adult dogs.



## Vitamins and Minerals

The added vitamins and minerals contribute to overall health and well-being, supporting immune function, bone strength, and various metabolic processes.



## Natural Ingredients

Ingredients like carrot powder and peas powder provide natural sources of vitamins, minerals, and antioxidants, promoting optimal health and vitality.



## Digestive Health

Brewer's Dried Yeast and Di-Calcium Phosphate may support digestive health and nutrient absorption in dogs, ensuring they can effectively utilize the nutrients present in the food.



## Affordability

Bowlers emphasizes affordability without compromising on the quality of nutrition provided, making Nutrimax Adult a cost-effective option for pet owners.



# Proof of Claim

Study involved 100 dogs (50 Puppies & 50 Adult dogs)



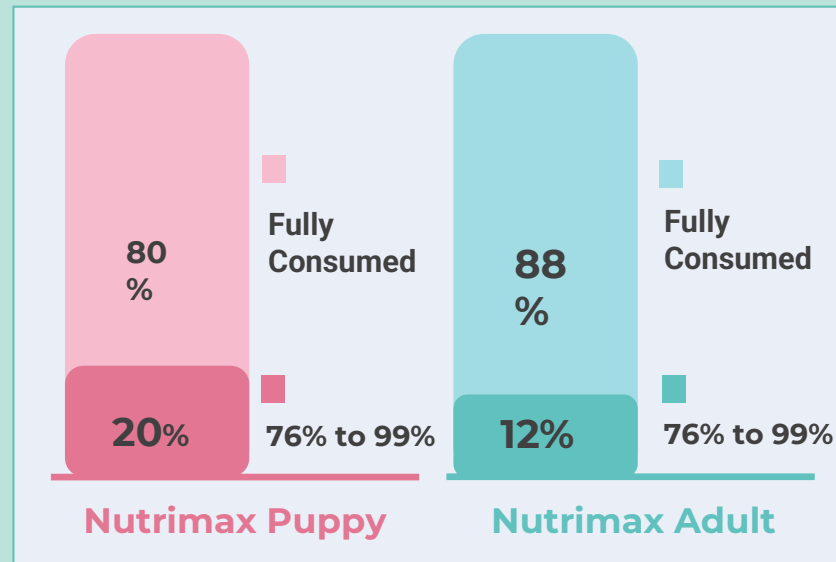
## Palatability

### Nutrimax Puppy

80% of puppies fully consumed their daily allotment of food within the testing period.

### Nutrimax Adult

88% of adult dogs fully consumed their daily allotment of food within the testing period.



## Average Percentage of Daily Food eaten (Week 1):

Food Formula	Puppy	Adult
Day 1	113%	145%
Day 2	115%	150%
Day 3	118%	151%
Average (Week 1)	115%	149%

The average percentage of daily food consumed by both puppy and adult groups, have consistently exceeded 100%, indicating high palatability and enjoyability of Nutrimax Puppy and Adult formulas.

**Nutrition Within Reach, Wellness Within Grasp!**



# Bowlers®

*Harmonious, Honest & Happy Health*

**MANUFACTURED & MARKETING BY:**

M/S ALLANA CONSUMER PRODUCTS LTD.

**REGISTERED OFFICE:**

Allana House 4, J A Allana Marg, Colaba, Mumbai-400001, Maharashtra, India.

For any query, feedback and complaints, write to our Customer Care Manager at **Allana Consumers Products Limited** at address as mentioned Helpline No: **1800 22 00 18** | Email: [feedback@bowlerspets.com](mailto:feedback@bowlerspets.com)

Bowlers is a trademark of Allanasons Private Limited and it is licensed to Frigorifico Allana Private Limited. Imitation of trademark and/or label is a punishable offence

